

# Welcome

# ESG & Sustainability

# in Business

ESG practices, sustainability, and the evolving landscape of  
associated reporting standards







**Dundalk  
Chamber**  
Advancing business together

# ESG & SUSTAINABILITY IN BUSINESS







# Dundalk Chamber

Advancing business together

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# SME Sustainability

Dundalk Chamber of Commerce  
12<sup>th</sup> February 2025



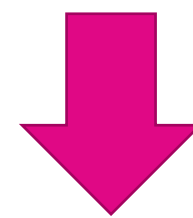


# Regulatory Context

**Global**



**EU**



**National**

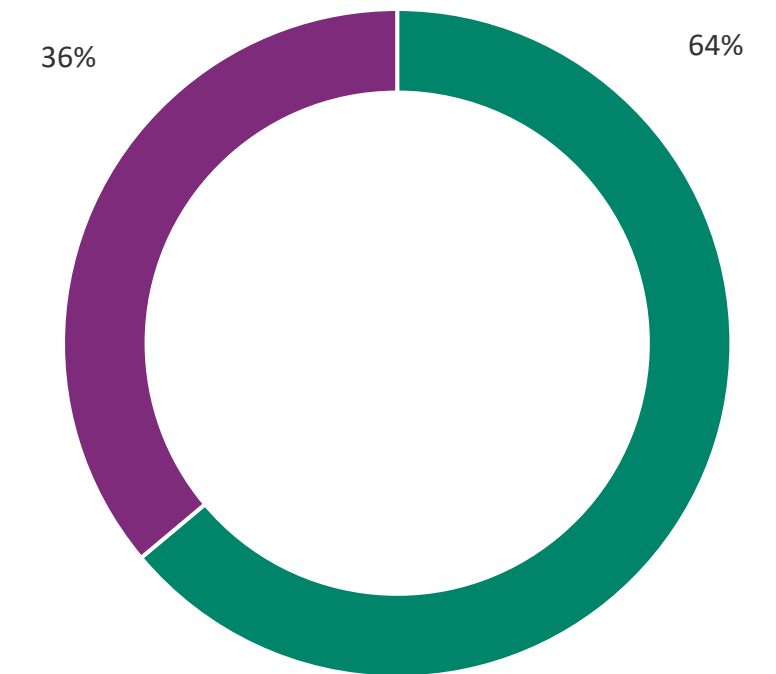




# ROI - Sectoral Emissions Ceilings

Sector	Baseline 2018 Emissions (Mt CO2eq)	2023 Emissions (Mt CO2eq)	2030 Ceiling (Mt CO2eq)	Reduction to Target
Electricity	10.5	7.6	3	70%
Transport	12.2	11.8	6	48%
Buildings	8.6	6.7	5	33%
Industry	7	6.3	4	38%
Agriculture	23.4	22.6	17.25	26%
LULUCF	6.3	7.3	TBC	-

## Carbon Budget 2021-2025



■ Actual Emissions (2021, 2022 & 2023)

■ Remaining Emissions Budget (2024 & 2025)

## Carbon Budgets

- 2021-2025: 295 Mt CO2 eq. Average reduction of 4.8% per annum.
- 2026-2030: 200 Mt CO2 eq. Average reduction of 8.3% per annum.



# The Cost

## 2050 Net Zero

Globally \$9.2tn per annum until 2050  
(McKinsey)

## 2030 EMT

ROI €20bn per annum until 2030 (IMF)







RENEWABLES



CORPORATE ENGAGEMENT



GREEN BUILDINGS



# SME Perspective



# Sustainability Drivers for SMEs

Cost / Energy Efficiency

Competitive Factors

Green Public Procurement

Regulation

Corporate Sustainability Reporting Directive (CSRD)

Energy Performance of Buildings Directive (EPBD)



# Corporate Sustainability Reporting Directive (CSRD)

## EU Directive (Jan 2024)

Expands the scope & enhances the rules governing the reporting of the environmental & social impacts of companies.

## Double Materiality

Report the impact that ESG factors have on their business & how their business impacts society & the environment.

## Scope

All companies that satisfy two of the following three criteria:

>250 Employees

>€50m Turnover

>€25m Balance Sheet





# Energy Performance of Buildings Directive (EPBD)

## Purpose

To improve the energy efficiency of the European building stock with a view to achieving a fully decarbonise by 2050.

## EU minimum energy performance for existing non-res buildings:

- by **2030**, energy performance of all existing non-res must be better than bottom 16% (as of 2020) and
- by **2033**, must be better than bottom 26% (as of 2020)

**Irish Context:** likely that all G, F , E & some D rated buildings will require updating.

## Exemptions

- Agricultural & heritage buildings
- Protected structures



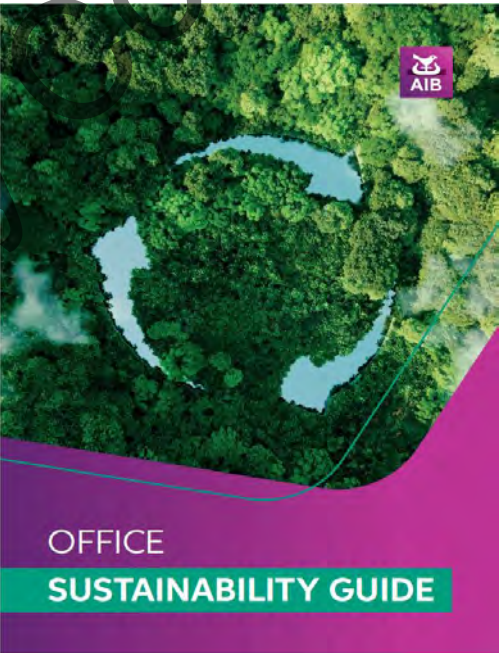
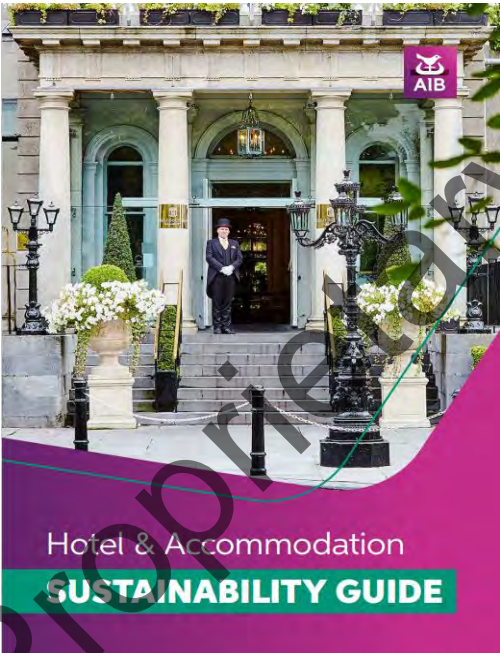
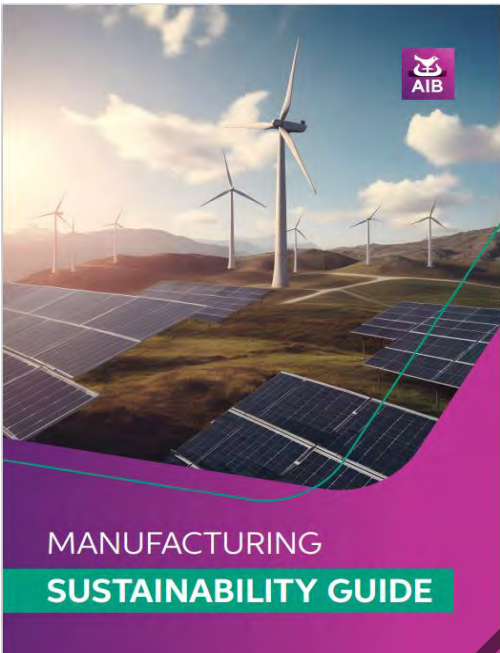
# AIB SME Sustainability Supports





# Education

Resources



Partnerships





# Expertise



Ireland's leading independent sustainability and carbon management solution provider\*. Supporting the measurement and implementation of best-in-class environmental and sustainable practice in operations, products and supply chains

Services supporting the SME segment include, but are not limited to:

- Carbon Assessment / Management
- Sustainability Strategy Development
- Product Life Cycle Assessment (LCA)
- Staff Training & Workshops

\* **Approved Service Provider** - Local Enterprise Office / Enterprise Ireland



# Debt Funding



## **GSLs Climate Action & Environmental Sustainability Loan**

Supporting SMEs with long-term finance to invest in the climate action and environmental sustainability or the growth and resilience of their business.

### **Key features**

- Variable rate loan
- Loan terms from seven years up to ten years
- Amounts of €25,000 up to €3,000,000 are available
- No security required on loans up to €500,000; loans above €500,000 may be secured
- Loans are available up to 30 June 2026 or until the scheme has been fully subscribed

\*The SBCI Variable Rate Loan interest rate is a variable interest rate which may change.

# Equity Capital

**Foresight**  
FOR A SMARTER FUTURE

## **AIB Foresight SME Impact Fund**

Leveraging Foresight's 38 years' experience investing in SMEs. The AIB Foresight SME Impact Fund invests into SMEs that support Ireland's transition to a low carbon economy.

The €75m fund provides investments of between €2 million and €5 million, with the ability to make larger or smaller investments, to SME companies across the island of Ireland.



# Market Sustainability Supports

# Sustainability for SMEs – State Supports

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# Getting Started



- Green for Business – consultant will assist drafting a ‘greener policy’
- Energy Efficiency Grant – up to €10,000 (75% of the cost of new equipment)



- Climate Action Voucher (2 x days consultancy – max €1,800)
- Green Start (7 x days consultancy – max €6,300)



- SEAI Energy Academy
- €2,000 Energy Audit Vouchers
- €50m Business Energy Upgrade Scheme – max €120k

# Thank You



John McGeown  
AIB Head of SME Sustainability

**Email:** [john.j.mcgeown@aib.ie](mailto:john.j.mcgeown@aib.ie)

**Phone:** 086- 0229-491







## ESG

The evolving landscape of  
associated reporting standards



## UHY Farrelly Dawe White

- **Audit, Tax, Advisory**
- **4 offices**
- **Head office: Dundalk**
- **75 + team members**
- **Full service suite**
- **Louth Business Awards: Best Professional Services**
- **Achieve a Better Future Together**



**MARTINA GRIBBEN**  
**AUDIT DIRECTOR**  
**HEAD OF ESG & SUSTAINABILITY**



# What is ESG?

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ESG





# ESG & SUSTAINABILITY

What is the difference?

**E**nvironmental



**S**ocial



**G**overnance



**Sustainability**





# Sustainability

**Sustainability** in business refers to **practices** that ensure **long-term** environmental, social, and economic **viability**.

**ESG** is a **framework** used by investors, regulators, and businesses to **assess and measure** a company's **sustainability** and ethical **impact**. ESG provides specific **metrics** and **criteria** to evaluate how well a company manages its environmental, social, and governance responsibilities.





# The Evolution of ESG





# The Evolving Landscape of ESG Reporting

Regulation is evolving at a rapid pace

**REGULATORY SHIFT TOWARD  
MANDATORY ESG DISCLOSURES:**

**CONSOLIDATION OF ESG  
STANDARDS**

**Sustainability Accounting  
Standards Board (SASB) (2011)**  
provided sector-specific ESG  
reporting guidelines.

**EU introduces Non-Financial  
Reporting Directive (NFRD) (2014)**  
requiring large firms to disclose ESG  
information.

**ISSB (International Sustainability  
Standards Board, 2021)**  
aims to unify SASB, TCFD, and  
other frameworks.

**Task Force on Climate-Related  
Financial Disclosures (TCFD) (2015)**  
emphasised climate risk  
transparency.

**Corporate Sustainability Reporting  
Directive (CSRD) (2023, EU)**  
Expands ESG reporting requirements  
to 50,000+ companies.

**ESRS (European Sustainability  
Reporting Standards, 2023)**  
set specific ESG disclosure rules  
under the CSRD.

# Who is in scope of CSRD?

	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029
Large EU PIEs (Public Interest Entities)						
Other Large EU Companies						
Certain Listed EU SMEs			Option to opt out for 2 years			
Ultimate non-EU parent						



# Is your company under the scope of CSRD?

An Irish incorporated company can be considered “large” if it meets any **two** of the following **three** criteria:

1.

The amount of turnover of the company exceeds €50m

2.

The balance sheet total of the company exceeds €25m

and / or

3.

The average number of employees exceeds 250



# Publishing Reporting in Ireland

- Include CSRD reporting in the **directors' report**
- File with the Companies Registration Office **with the company's annual return**
- Must appoint a **statutory auditor** to carry out assurance of sustainability reporting
- Reports must be **digitally tagged**



# Non-Compliance and Penalties



Each director of an Irish company is under duty to ensure that the Irish CSRD reporting requirements are complied with.

Failure to prepare a director's report in accordance with the law can result in up to **5 years** imprisonment, with fines up to **€50,000**



# What Must Be Reported?

A new dedicated section must be included in the director's report that discloses:

**Information necessary to understand the company and its subsidiaries' impacts on sustainability matters**

**AND**

**Information necessary to understand how sustainability matters affect the company's development, performance and position**



# Methodology of CSRD Reporting

**ESRS 1**

**Environmental: ESRS E1 – E5**

**ESRS 2**

**Social: ESRS S1 – S4**

**Governance: ESRS G1**

# ENVIRONMENTAL

An organisation's environmental impact and risk management practices

- Climate change and carbon emissions
- Air and water pollution
- Water consumption
- Biodiversity impacts
- Energy efficiency
- Waste management



E1: Climate



E2: Pollution



E3: Water & Marine Resources



E4: Biodiversity & Ecosystems



E5: The Circular Economy



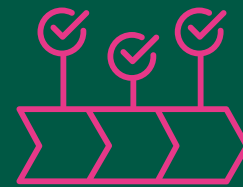
# SOCIAL

An organisation's relationship with its stakeholders

- Employee engagement
- Diversity & inclusion
- Human rights
- Labour conditions
- Community relations
- Customer satisfaction
- Data protection and privacy
- Product safety



S1: Own Workforce



S2: Workers in the Value Chain



S3: Affected Communities



S4: Consumers & End Users

# GOVERNANCE



## G1: Business Conduct

How a company is led and managed

- Board composition
- Audit committee structure
- Anti -bribery and anti- corruption measures
- Executive compensation
- Lobbying transparency
- Political engagement
- Whistleblower schemes



# ESRS

The ESRS envisage up to approximately **1,400 reportable data points!**

While many of these data points are **mandatory for all in-scope companies**, companies are required to undergo a '**double materiality assessment**' to determine the extent to which other disclosures are required.



# Double Materiality Assessment

## **FINANCIAL MATERIALITY (OUTSIDE-IN)**

How sustainability factors impact the company's financial performance, risks, and opportunities.

## **IMPACT MATERIALITY (INSIDE-OUT)**

How the company's activities impact the environment, people and society.



# Example

An agricultural company might deplete land and the biodiversity of a field (inside-out impact), but this could directly affect the yield of the crops and consequently the financial position of the company (outside-in impact)



# Value Chain Reporting

Companies must disclose sustainability information across:

## UPSTREAM

Suppliers, raw materials sourcing, production processes

## DIRECT OPERATIONS

Facilities, employees, company-owned processes

## DOWNSTREAM

Customers, distribution, product use, disposal



# Value Chain Reporting

- Three year transitional provision for Value Chain Reporting
  - Companies can use:
    - Estimates, proxies, and assumptions based on industry benchmarks.
  - During the transition period, companies can:
    - Provide qualitative descriptions instead of quantitative data.
    - Explain challenges in collecting value chain data.
    - Outline a plan to improve data collection over time.
- Direct (own operations) impacts must be reported without delay.
  - Explain why they are relying on transitional provisions.
  - Roadmap for improving data collection by the end of the transition period.



# Quick Tips

Quick tips in identifying the company's impacts and potential impacts:

Assume E1 (Climate), S1 (Own Workforce) and G1 (Governance) are material

Map your business model including business relationships and suppliers

Consider material topics for your sector

Review with internal experts

Engage with external stakeholders affected by the business activities

Decide on material disclosures

Disclose your approach and reasoning



# Greatest challenges for entities facing CSRD reporting requirements

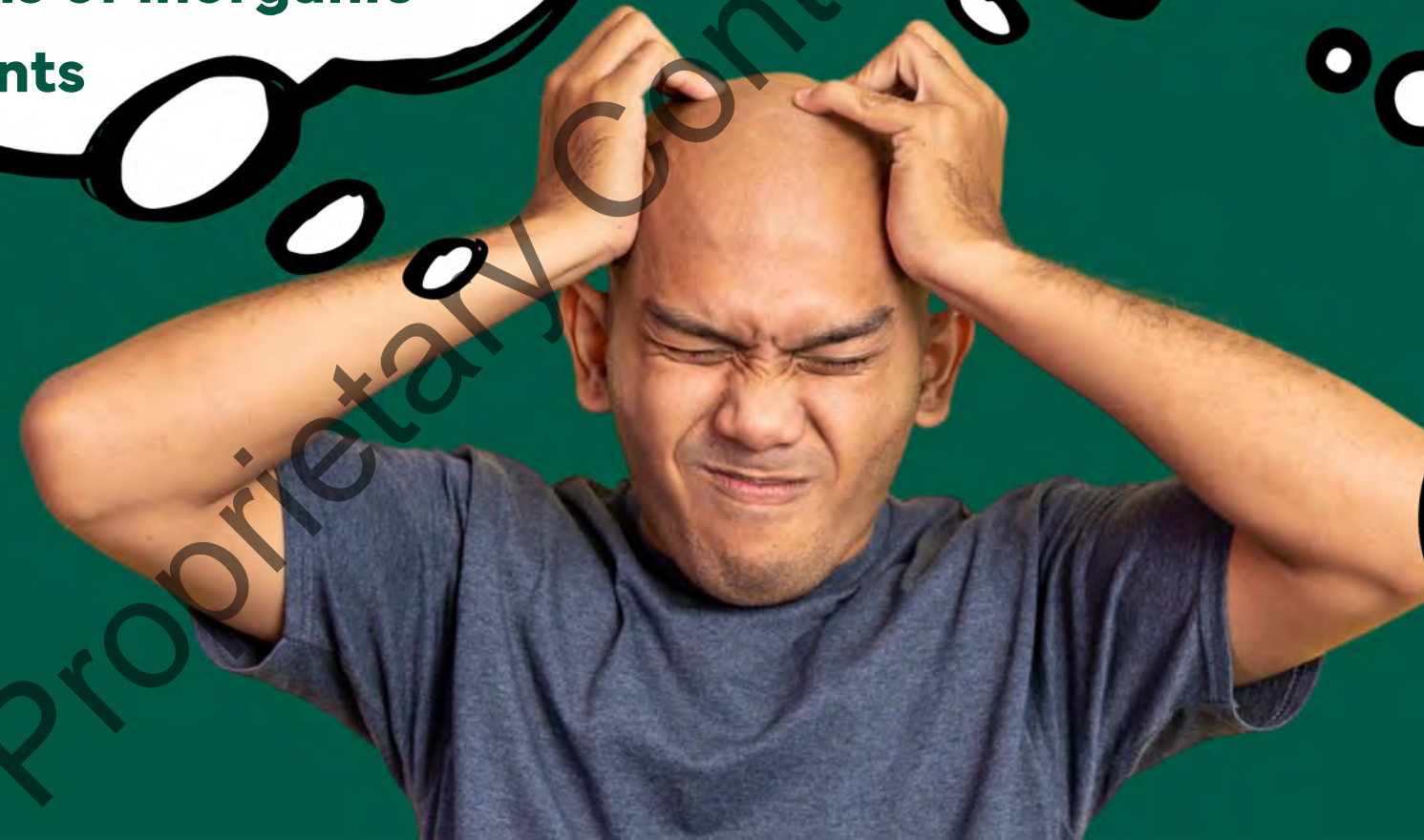


# Data, data, data...

**Energy consumption by source**  
**Gross Scope 1, 2, 3 and Total GHG emissions**  
**GHG removals and carbon credits**  
**Tonnes of emissions of air pollutants**  
**Tonnes of emissions to water**  
**Tonnes of emissions of inorganic pollutants**

**Number of workplace fatalities**  
**Number and rate of work-related accidents**  
**Number of days lost to injuries, accidents, fatalities or illness**  
**Unadjusted gender pay gap**  
**Excessive CEO pay ratio**  
**Incidents of discrimination**

**Tonnes of emissions of ozone-depleting substances**  
**Total water recycled and reused**  
**Total water consumption**





# The Challenges

**Capturing data across departments**

**Lack of consensus on terminology and definitions**

**Data not stored on accounting systems and software**

**Obtaining data from the value chain**

**Expense**

# Managing the Process

## Who?

Those who collect the data  
e.g. HR, Health & Safety,  
Procurement

Those who report  
e.g. financial reporting,  
company secretary,  
communications

## Where?

Internal sources  
e.g. energy meter readings,  
staff records

External  
e.g. suppliers

## How?

Cloud-based spreadsheets

Specialised ESG data  
platform:  
Financial reporting system

Enterprise resources  
planning systems



# How can UHY help?

UHY FDW has a dedicated ESG reporting and assurance team:

- **Advising** companies on ESG reporting **standards**.
- Developing **roadmaps** for ESG reporting which align with where the Board wants to be and by when.
- Performing **gap assessments** over current ESG reporting processes and controls versus best practice.
- Reviewing and assisting with the preparation of **ESG disclosures** both within the Annual Report and in separate ESG reports.
- Delivering **external assurance** over ESG and other non-financial metrics.





# Unlock the superpower of a secure ESG platform

Pulse Presentation to Dundalk February 2025



A person is seen from behind, juggling five floating icons: three Microsoft Excel icons (green squares with a white 'X') and two email icons (blue squares with a white envelope). The scene is set in a dark room with a blue and green light gradient. A large, faint watermark reading 'Proprietary Content - Do Not Distribute' is visible across the center of the image.

## The ESG Data Challenge. Are Excel, Email and Attachments Your Kryptonite?


- The Hidden Costs of Excel: Time, Errors, and Risk
- Data Disorganization: The ESG Data Swamp
- Data Governance Nightmares: No Lineage, No Control
- Key Person Risk: What Happens When Your Excel Guru Leaves?
- The True Expense: Beyond the Spreadsheet Software



## A One-Stop Shop for ESG Success

- Store once, use multiple times
- Regulations: CSRD, SECR, CSDDD, and More
- Meeting Client Demands: The New ESG Imperative
- B-Corp Certification: Simplifying the Process
- Value Chain Visibility: Understanding Your Impact



A woman with curly hair, wearing a striped long-sleeved shirt and a dark skirt, stands next to a large, heavy-duty metal safe. The safe is dark and has a prominent circular dial and a handle. The scene is dimly lit, with a strong blue light source from the left creating a silhouette of the woman and the safe against the wall. The floor is dark and textured.

Value-chain is where the bones are buried

- Suppliers, Clients, Partners, Investments
- Scope 3, ESG
- Russian footprint, female CEOs,





## Data Governance: Building a Foundation for Trust

- Data Integrity: Ensuring Accuracy and Reliability
- Data Lineage: Tracing Your Data's Journey
- Audit Readiness: Preparing for Scrutiny
- Security First: Protecting Your Sensitive Data



## Unlocking the Value of Your ESG Data

- Analysis & Reporting: From Data to Insights
- Dynamic Dashboards: Real-Time Performance Monitoring
- Automated Reporting: Monthly, Board, and Sustainability Statements
- Streamlined Submissions: Auto-submit to EFRAG
- Benchmarking: Measuring Your Progress Against Peers



## Collaboration: Empowering Your Team and Your ESG Strategy

- Resource Allocation: Optimizing Your Team's Efforts
- Scalability: Growing with Your ESG Needs
- Collaboration: Fostering Internal and External Partnerships
- Future-Proofing: Adapting to Evolving ESG Landscapes



## Introducing Pulse platform

- Robust, Secure
- CSRD, SECR, CSDDD, B-Corp, EcoVadis, OriginGreen...
- Dashboards, Reporting
- Value-chain engagement



# Ready to start?

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We've got the passion, the solutions and roadmap. All you need is the will and your data! Together we can we can make sustainability a reality and foster change. For further information on Pulse Market or request a demo:

Michael O'Shea, CEO

Email: [michael.oshea@pulsemarket.com](mailto:michael.oshea@pulsemarket.com)

Tel: +353 87 689-1086

View our website here [www.pulsemarket.com](http://www.pulsemarket.com)



# PANEL DISCUSSION





# Coffee Break



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# ESG & SUSTAINABILITY IN BUSINESS





# NSAI

Standards that may be used to support ESG reporting  
and,  
Current certification activities

Environmental, Social, and Governance (ESG)  
practices, sustainability, and the evolving landscape  
11<sup>th</sup> February 2025



James Stapleton – NSAI Standards Officer  
Mairéad Dennehy - Certification Operations Lead



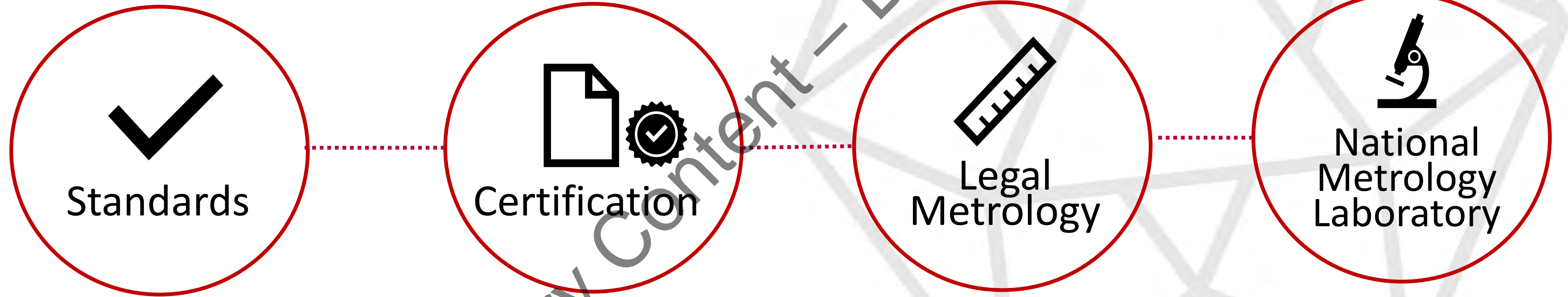
# What will we cover today?

- Introduction to NSAI and Standard development
- CSRD and standards
- Accessing standards
- Certification



# About NSAI

Four divisions





# Standards – What are they?

- Standards are a way of communicating – a kind of common language – in the form of a technical specification
- Document, established by consensus and approved by a recognised body, that provides, for common and repeated use, rules, guidelines or characteristics for activities or their results, aimed at the achievement of the optimum degree of order in a given context.

*(CEN/CENELEC and ISO definition)*



# Why have Standards?

Standards can be used to:

- ✓ help businesses to comply with legal obligations,
- ✓ help to define and promote state of the art & best practices,
- ✓ increase the safety of products, processes and services,
- ✓ protection of consumer health,
- ✓ protection of the environment,
- ✓ promote the interoperability of products and services,
- ✓ Capture, promote and spread new technologies and knowledge throughout the marketplace.



# Standards in everyday life

The importance of Standards can be more noticeable in their absence:



# Standards in everyday life

## Credit/Debit Cards – ISO/IEC 7810:2019



## Care labels for clothes – ISO 3758:2012

Symbol	Tumble drying process
	<ul style="list-style-type: none"><li>tumble drying possible</li><li>normal temperature; exhaust temperature max. 80 °C</li></ul>
	<ul style="list-style-type: none"><li>tumble drying possible</li><li>low temperature; exhaust temperature max. 60 °C</li></ul>
	<ul style="list-style-type: none"><li>do not tumble dry</li></ul>

Symbol	Ironing process
	<ul style="list-style-type: none"><li>iron at maximum sole-plate temperature of 200 °C</li></ul>
	<ul style="list-style-type: none"><li>iron at maximum sole-plate temperature of 150 °C</li></ul>
	<ul style="list-style-type: none"><li>iron at maximum sole-plate temperature of 110 °C without steam</li><li>steam ironing may cause irreversible damage</li></ul>
	<ul style="list-style-type: none"><li>do not iron</li></ul>



# Where do Standards come from?

## National Standards Bodies (NSBs)

- NSAI (Ireland)
- DIN (Germany)
- AFNOR (France)
- SAC (China)
- BSI (UK)

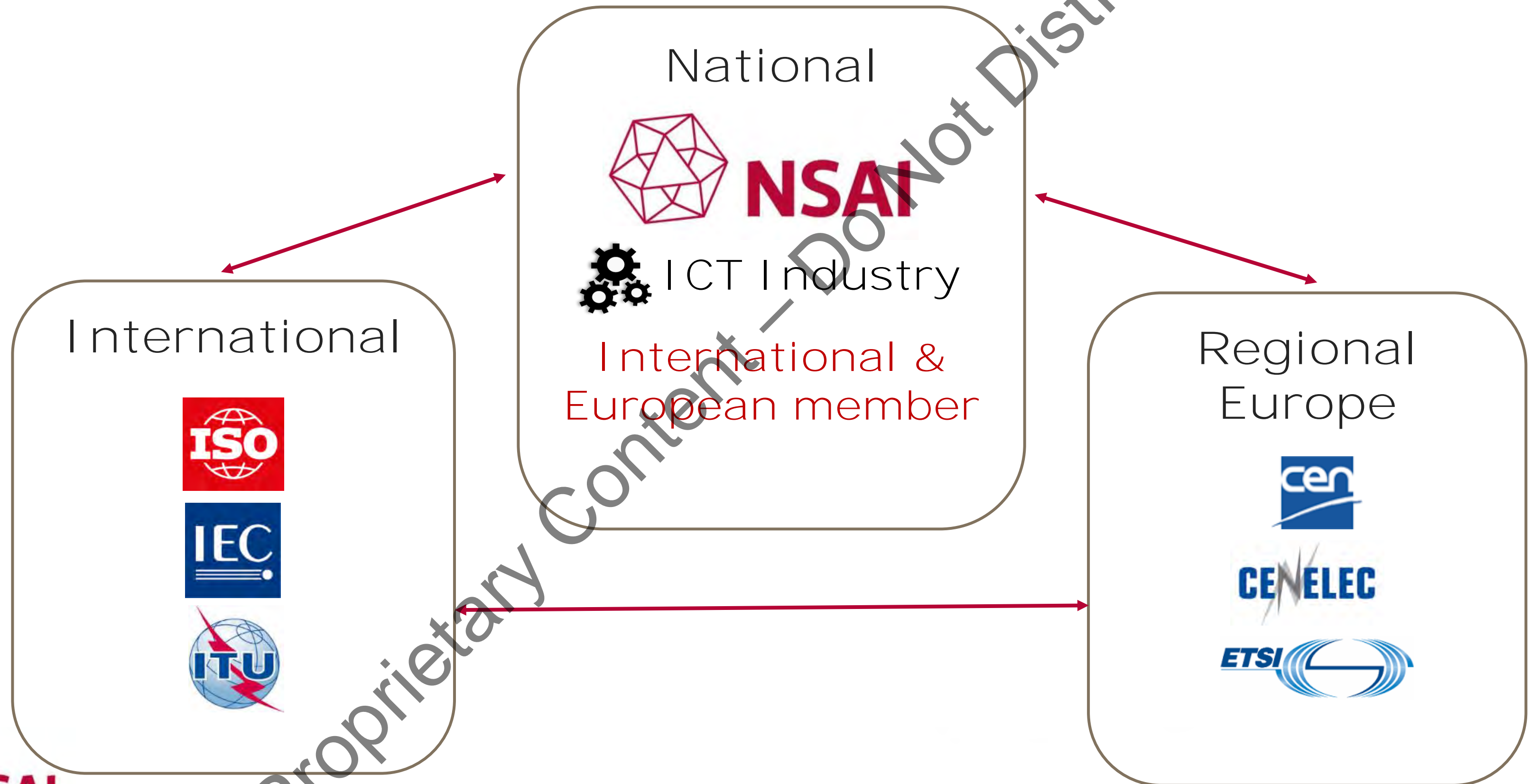
## Regional Standards Bodies (Europe)

- CEN (European Committee for Standardisation)
- CENELEC (European Committee for Electrotechnical Standardisation)
- ETSI (European Telecommunications Standards Institute)

## International Standards Bodies

- ISO (International Organisation for Standardisation)
- IEC (International Electrotechnical Commission)
- ITU (International Telecommunications Union, a United Nations agency)

# National Participation

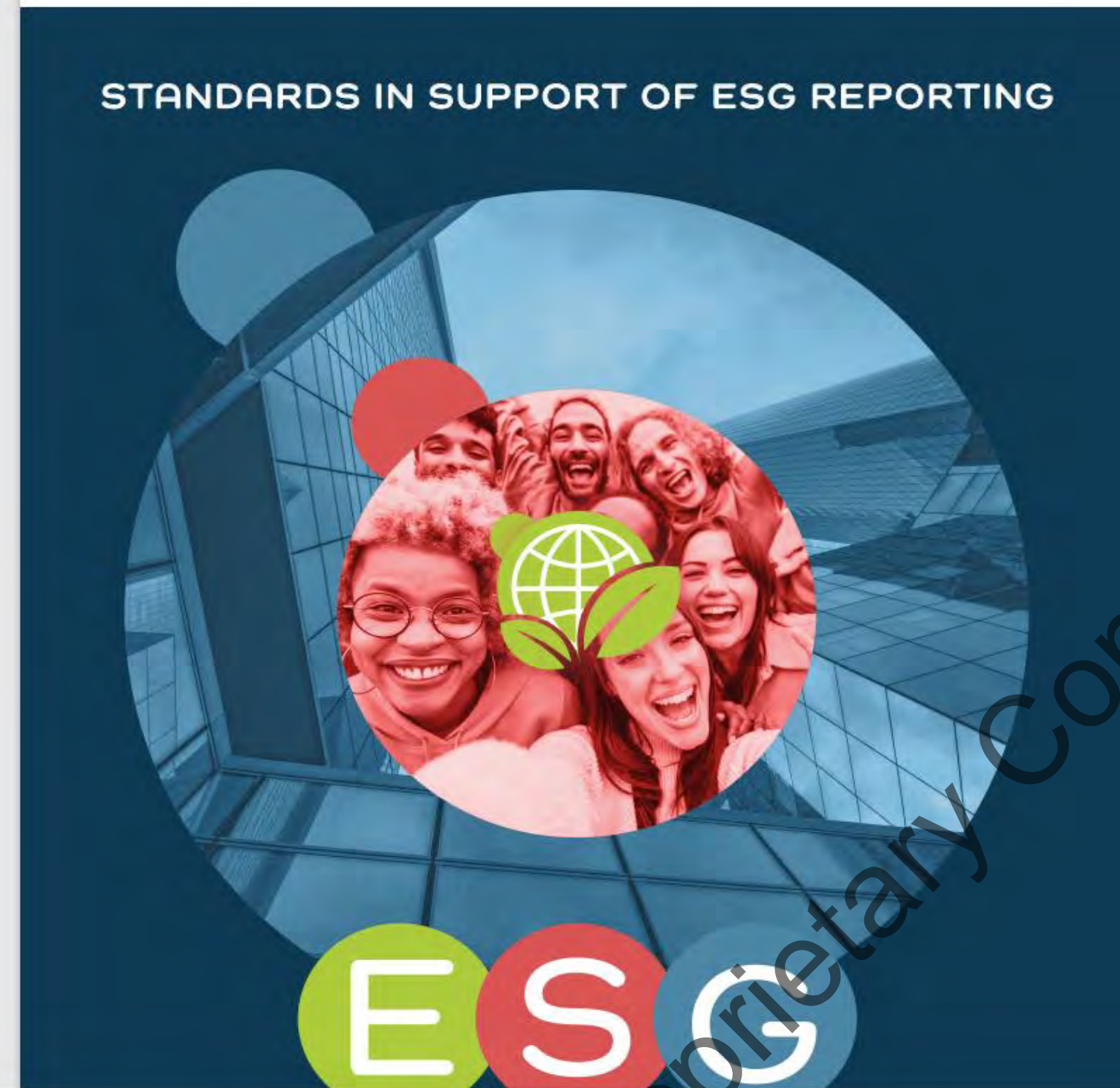




# CSRD

CSRD makes reference to the possibility of using Standards approved by standards bodies such as ISO, IEC, CEN and CENELEC and having these verified by an external assurance provider

# Standards in support of ESG Reporting



<https://www.cencenelec.eu/media/CEN-CENELEC/News/Publications/2024/ESG/0049-brochureesg.pdf>



# Benefits of using technical standards in CSRD reporting

- Reference to technical standards in European reporting
- Alignment with the European regulatory framework
- Leveraging the efforts made by organizations
- Robust and extensive sustainability coverage
- Qualitative and quantitative information
- Proven reliability
- Facilitating the activity of auditors/verifiers
- Recognition under the international reporting framework

# ESG Standards

- Environmental – I.S. EN ISO 14001
- Green House Gases – I.S. EN ISO 14064-1
- Energy – I.S. EN ISO 50001
- Circular economy – ISO 59004/10/20



# Social

- Social responsibility – I.S. EN ISO 26000
- Occupational Health and safety – I.S. ISO 45001

# Governance

- Managing SDGs - ISO 53001  
*(under development)*
- Governance – ISO 37000
- Risk management – I.S. ISO 31000



How to search for Standards?

and

NSAI tools to research standards

# Published standards catalogue

[www.standards.ie](http://www.standards.ie)

<https://shop.standards.ie/>



Standards

NSAI Services

Customer Support

About NSAI



CART



LOGIN

I'm searching for...

GO

## S.R. 18:2021

Guidance on the use of I.S. EN 13139:2002  
Aggregates for mortar

BUY NOW

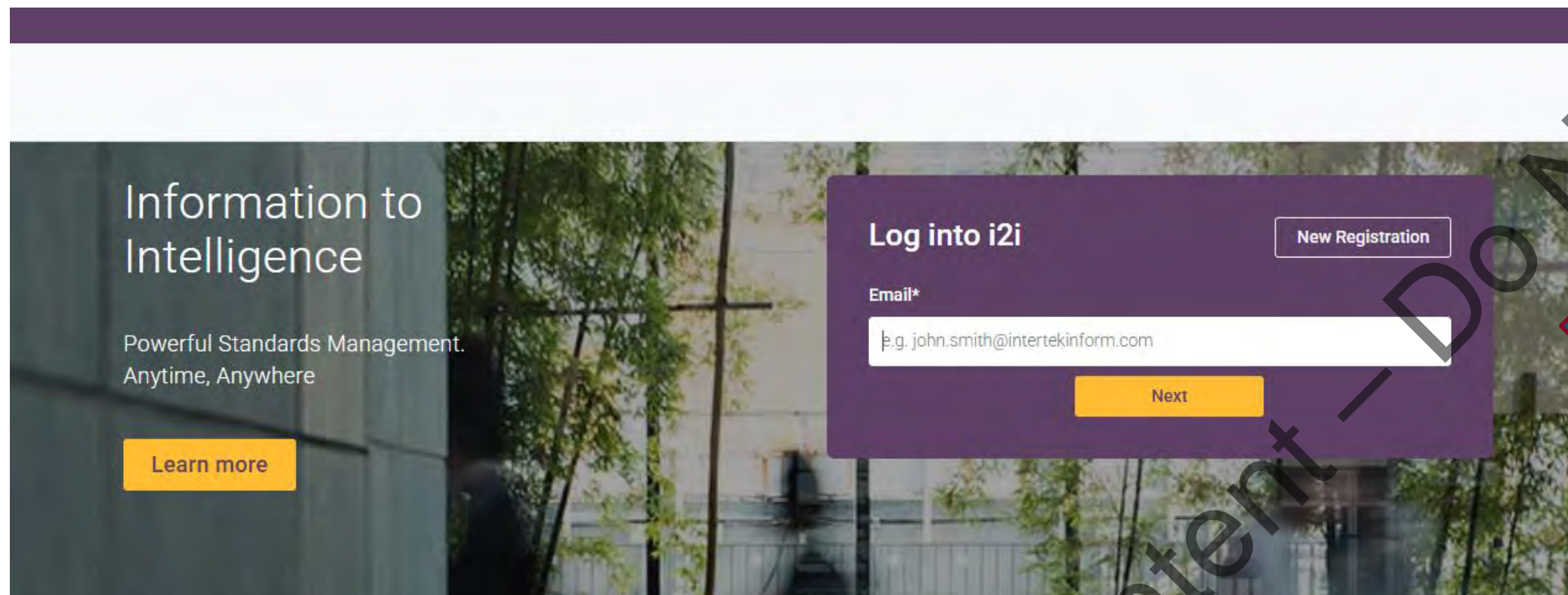
NSAI

NSAI (National Standards Authority of Ireland) is Ireland's official standards body.

[Learn more](#)



# i2i Standards Management



i2i: Standards Management platform:  
Repository for critical business content, that can be stored, retrieved, updated in real time and relied on for your compliance obligations

i2i Platform – adding value through;

- Centralised approach to standards management,
- intelligent search and retrieval function,
- enabling organisational collaboration.

# Draft standards portal

<http://www.nsainep.ie/>



The screenshot shows the NSAI Draft Standards Portal homepage. At the top, the NSAI logo is followed by the tagline "Your Standards Your Say". A navigation bar contains links for Home, Register, Contact Us, and Help, along with a Log in button. The main heading "Your Standards, Your Say" is centered above four numbered steps: 1. Search (yellow icon), 2. Read (blue icon), 3. Comment (pink icon), and 4. Share (green icon). Each step includes a brief description of the action. Below this, there is a "Search by Keyword" section with a search bar and a magnifying glass icon. The footer features the NSAI logo and a statement about the organization's mission.

**NSAI** Your Standards Your Say

Home Register Contact Us Help Log in

### Your Standards, Your Say

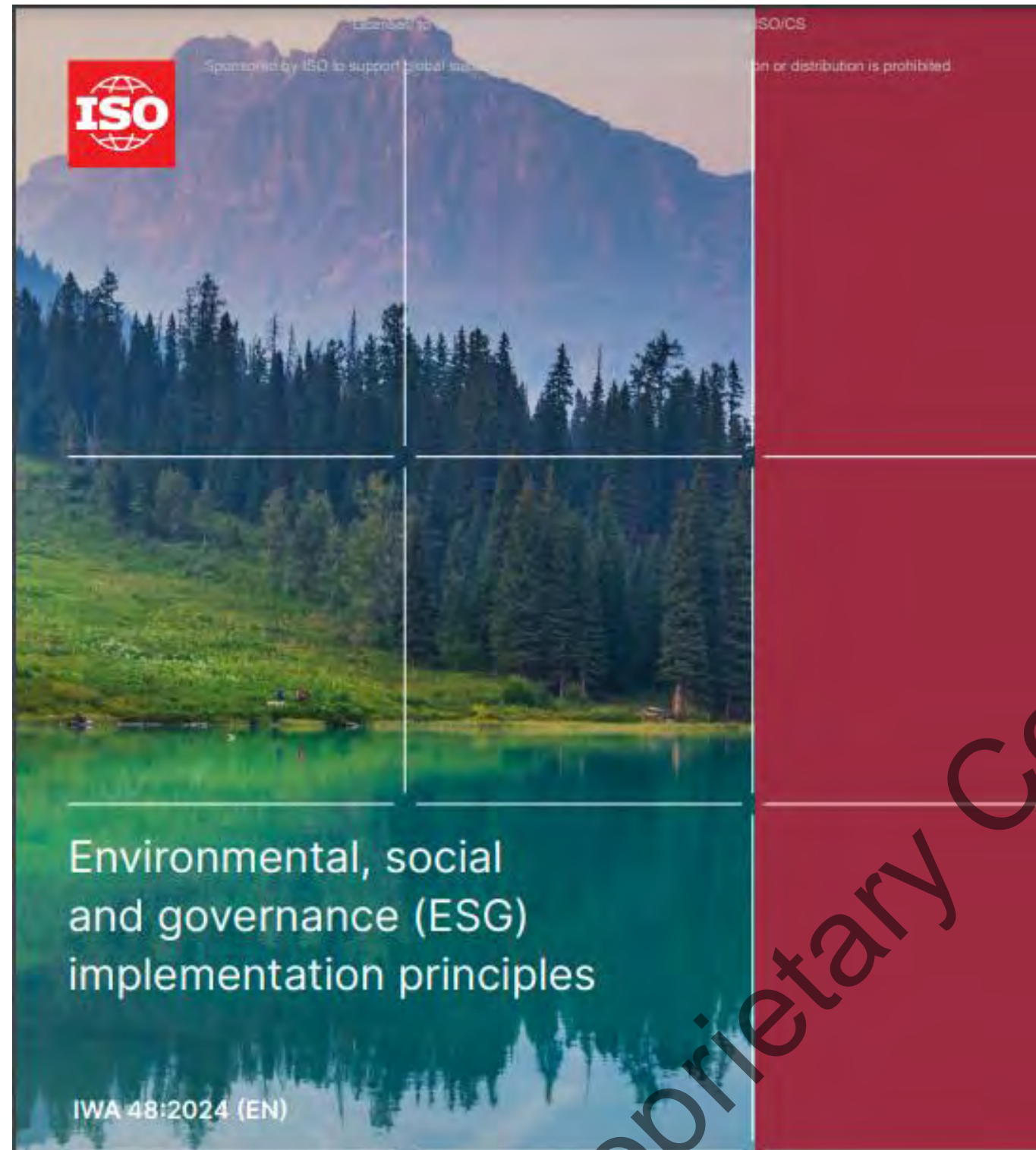
- 1 Search**  
Use the search bar below or browse by category to find standards relevant to your business or industry
- 2 Read**  
Read and review the current standard and think about how it would affect you and your business
- 3 Comment**  
Comment on the draft standard and help shape its future
- 4 Share**  
We make it easy for you to share standards and comments with colleagues

**Search by Keyword**

NSAI - furthering the social and economic interests of the consumer and industry through the development and promotion of standards.



# Free ESG document (IWA 48:2024)



[https://shop.standards.ie/en-ie/standards/iwa-48-2024-1384312\\_saig\\_iso\\_iso\\_3507597/](https://shop.standards.ie/en-ie/standards/iwa-48-2024-1384312_saig_iso_iso_3507597/)

# Certification

- GHG Verification – I.S EN ISO 14064-1:2019
- Environmental – I.S. EN ISO 14001:2015
- Energy – I.S. EN ISO 50001:2018
- Occupational Health and safety – I.S. ISO 45001: 2018



# I.S. EN ISO 14064-1

(Greenhouse Gases – Part 1)

- Published 2006 (now at 2019 version)
- Part 1: Specification with guidance at the organization level for quantification and reporting of greenhouse gas emissions and removals
- Verification of GHG emissions for a specified time period - not an ongoing management system

# I.S. EN ISO 14001

(Environmental Management System, EMS)

- First Published in 1996
- Framework for organisations to design & implement an EMS
- Aim to continually improve environmental performance





# I.S. EN ISO 50001

(Energy Management System, EnMS)

- First published in 2011
- Framework for organisations to design & implement an EnMS
- Aim is to use energy more efficiently





(Occupational Health & Safety Management System, SMS)

- 





# Thank you.

**WWW.NSAI.IE**

[james.stapleton@nsai.ie](mailto:james.stapleton@nsai.ie)  
[mairead.dennehy@nsai.ie](mailto:mairead.dennehy@nsai.ie)

**Search "NSAI"**



# Simplify Sustainability & Gain a Competitive Advantage

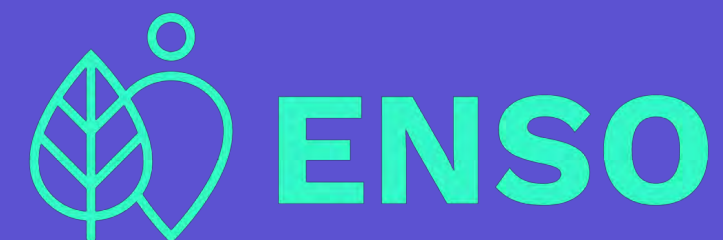


Donal Quinn  
Founder & CEO  
ENSO

Certified



Corporation





# ESG VS SUSTAINABILITY

## ESG

ESG refers to a more structured approach that uses specific criteria to evaluate performance in the areas of environment, social, and governance.

The three aspects of ESG help us to understand how well an organisation manages risks and opportunities that relate to sustainability issues.

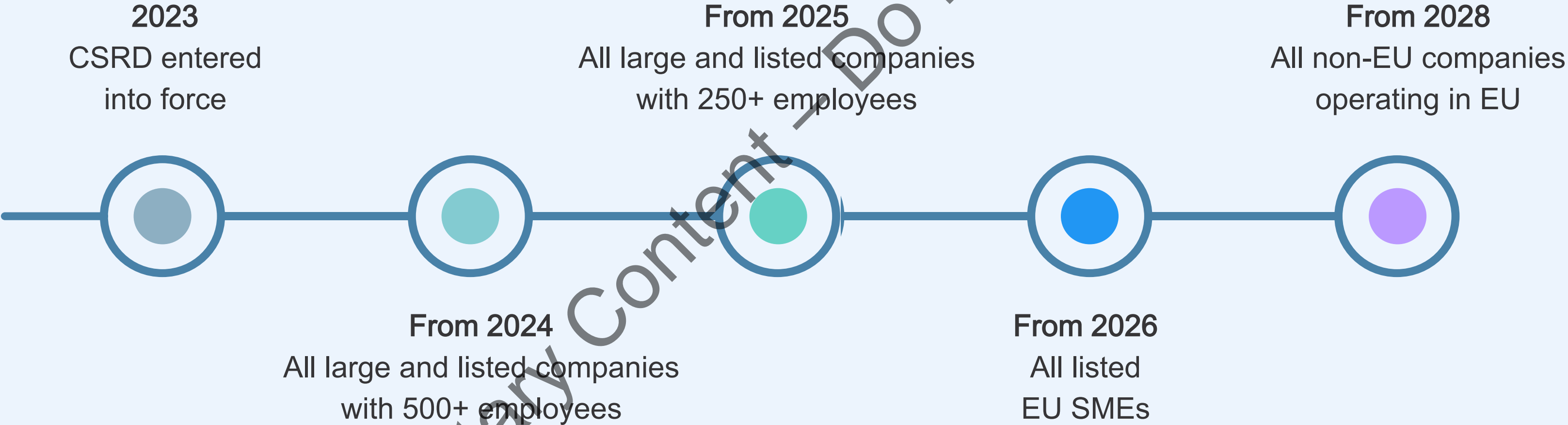
## Sustainability

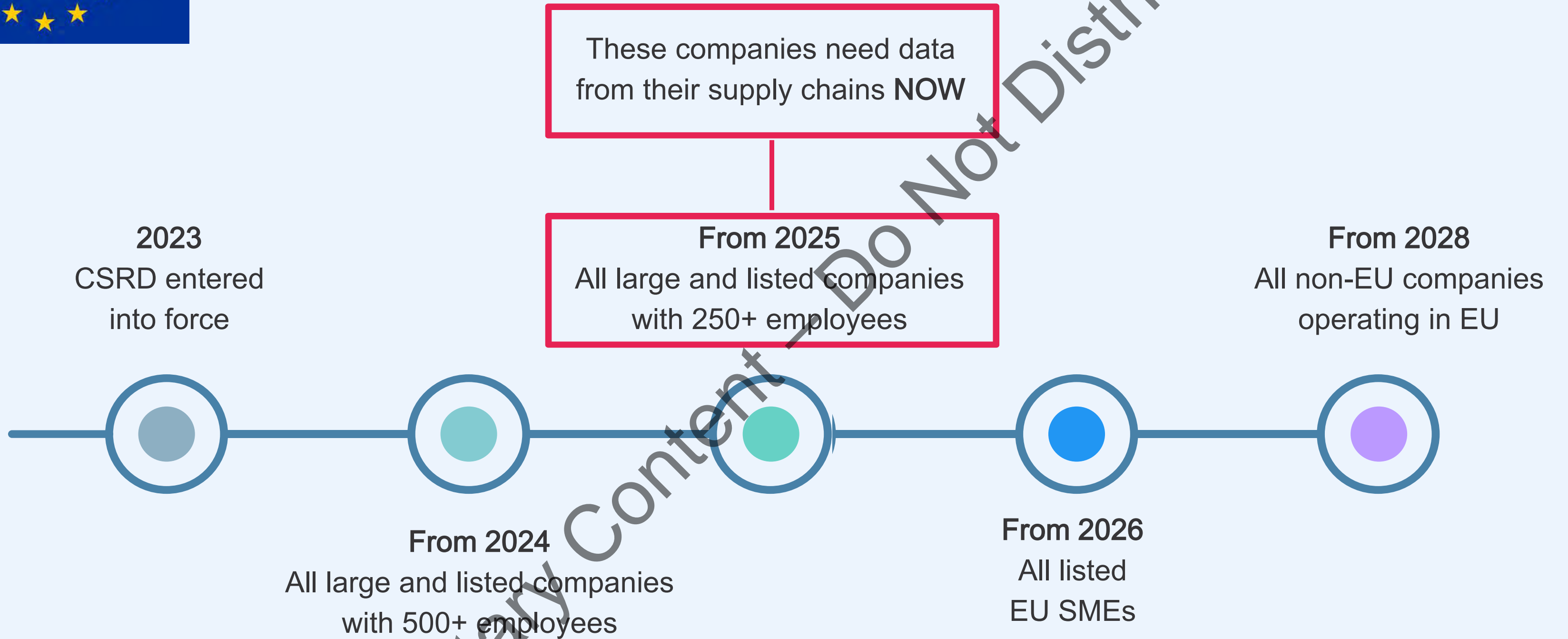
Sustainability is a holistic approach that considers all aspects of a company's operations to understand long-term viability, taking into account environmental, social, and economic impacts.

The interactions and interconnections between these three areas are important to understanding your overall impact as an organisation.

**Why is sustainability now crucial  
for business success?**







Proprietary Content Do Not Distribute



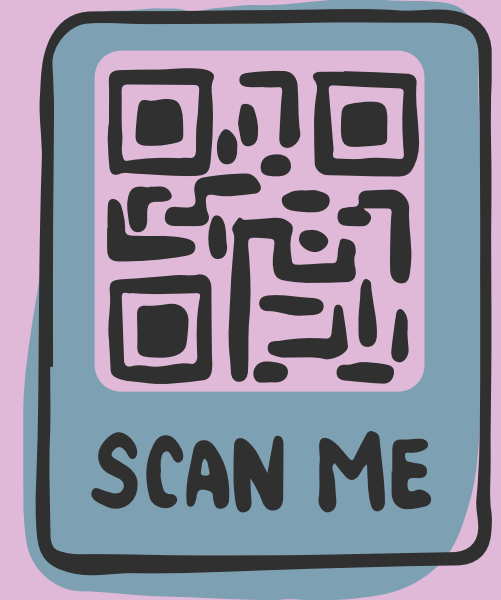
**The EU has released the VSME  
guidelines to help SMEs prepare  
for data requests**



**Green Public  
Procurement (GPP)**



**Contract  
Negotiations &  
Renewals**



**Consumer Sentiment &  
Awareness**

Proprietary Content — Do Not Distribute



**The EU is cracking down on**  
**Greenwashing...**  
**is your brand ready?**

# EU GREENWASHING REGULATIONS

## Green Claims Directive

- Environmental actions required by law should not be communicated
- Include information about how consumers can appropriately use the product to decrease environmental impact
- Provide specific information which substantiates your claim
- Environmental labels are subject to the same requirements on **transparency** and **accuracy**

## EU Greenwashing Ban

- The purpose of this is to further prohibit generic environmental claims including:
  - Carbon Neutral
  - Climate Neutral
  - Eco-Friendly
  - Carbon Friendly
- Companies will be required to disclose product lifespans and are prohibited from adding features that are designed to limit a product's durability and lifespan.
- Products cannot be marketed as repairable if they are not



How do you communicate  
sustainability to win more  
business?

# INTEGRITY & IMPACT MATRIX

Doing the  
Right Thing

Doing  
Nothing

Poor  
Communication

Impactful  
Communications



# INTEGRITY & IMPACT MATRIX

Doing the  
Right Thing

Doing  
Nothing

Poor  
Communication

Impactful  
Communications

  
Greenwashing

# INTEGRITY & IMPACT MATRIX

Doing the  
Right Thing

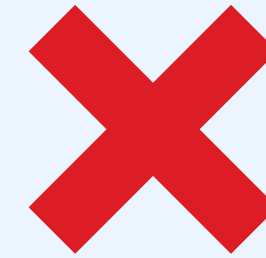
Doing  
Nothing

Nothingness

Greenwashing

Poor  
Communication

Impactful  
Communications





# INTEGRITY & IMPACT MATRIX

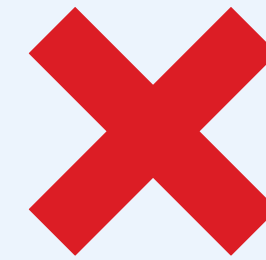
Doing the  
Right Thing



Wasted Opportunity

Doing  
Nothing

Nothingness



Greenwashing

Poor  
Communication

Impactful  
Communications

# INTEGRITY & IMPACT MATRIX

Doing the  
Right Thing



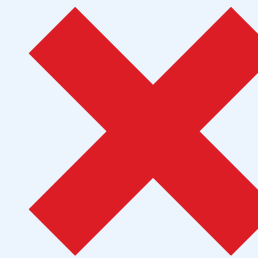
Wasted Opportunity



Integrity

Doing  
Nothing

Nothingness



Greenwashing

Poor  
Communication

Impactful  
Communications



Close

Internal Only ☒ Publicly Visible

We will create a comprehensive Employee Handbook and ensure that all team members receive it and are made aware of any subsequent updates or changes to their terms of employment.

Our employee handbook is up to date and we will review this in June 2023.

- 1 Draft Handbook
- 2 Proof of Handbook

Cancel

Save

Be detailed & specific to communicate **WHAT** you are doing







Proprietary Content — Do Not Distribute

# How can you get started?



# SUSTAINABILITY FRAMEWORKS

## BUSINESS IMPACT

### Policies & Procedures

- Mission Statement
- Employee handbook
- Diversity & Inclusion
- Code of Ethics

## ENVIRONMENTAL IMPACT

- Energy use
- Water use
- Waste
- Circular economy
- Biodiversity
- Digital emissions

## TRADING IMPACT

### Focus on your value chain

- Suppliers
- Sustainable sourcing
- Living wage
- Logistics

## SOCIAL IMPACT

- Community engagement
- Supporting charities
- Health & Nutrition
- Wellbeing

# GET STARTED & GAIN MOMENTUM



**Host a team meeting:** Start your sustainability journey off by engaging your whole team and getting everyone on board.



**Start measuring:** We can't act on what we don't know about. Start measuring your current resource use to understand where you are now.



**Identify easy wins:** Start with small wins that have an impact to show the progress you can make.



**Don't worry about perfection:** Sustainability is a journey - don't let an idea of perfection get in the way of making positive progress.



# REMEMBER..

## Simplify Sustainability & Communicate Activities

- ✓ Win tenders
- ✓ Renew key contracts
- ✓ Align with EU regulations
- ✓ Raise investment
- ✓ Attract & retain the best people



# Simplifying Sustainability For Businesses

Certified



Corporation

[ENSOIMPACT.COM](https://ensoimpact.com)



[DONAL@ENSOIMPACT.COM](mailto:DONAL@ENSOIMPACT.COM)



+353 87 1471454





# PANEL DISCUSSION







**Dundalk  
Chamber**  
Advancing business together

# **ESG & SUSTAINABILITY IN BUSINESS**

## **Thank you for attending**

**Scan to access more resources**

